



College Station Independent School District

Success...each life...each day...each hour

MEMORANDUM

To: Dr. Eddie Coulson, Superintendent

From: Chuck Glenewinkel, Director of Communications

Date: March 8, 2011

Subject: Advertising Management and Placement Request for Proposal

BACKGROUND

In an effort to reduce the budget, the CSISD Success Team was divided into eight budget teams, one of which was dedicated to researching avenues to increase revenue. That budget team's recommendation was to pursue a contract with a company to manage the sale of advertisements on the district's school bus fleet, csisd.org and athletic facilities. The appeal of this proposal was that there would be no additional overhead to the district and limited additional duties to current staff.

The advertising program was discussed at the January 12, 2011, board workshop and a request for proposal was posted on February 7. The RFP was advertised in *The Eagle* on February 6, and February 13, as well as posted on the CSISD Web site. Bid opening was March 1, 2011. Neither of the two companies which submitted a proposal were local. Director of Purchasing Mark Pantel, Director of Transportation Hector Silva, Director of Technology Chris Speier and Interim Athletics Director Sue Betts and Director of Communications Chuck Glenewinkel reviewed the two proposals.

RECOMMENDATION

The recommendation is to pursue a contract with Steep Creek Media. Steep Creek Media will provide a more comprehensive service and was by far the favorable vendor according to reference checks. It is our intent to negotiate a contract with Steep Creek Media and enter into a one-year agreement with four additional one-year renewal options.

A handwritten signature in black ink, appearing to read "Chuck Glenewinkel", with a long horizontal line extending to the right.

CHUCK GLENEWINKEL
Director of Communications

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EDDIE COULSON, Ed.D.
Superintendent of Schools